David Nordfors believes we can shift the focus of work from task-centric to people-centric.

**TASK-CENTERED ECONOMY**

**CORPORATIONS**

**EMPLOYEES**

Corporations assign tasks to workers at lowest possible cost.

People are valued for completing tasks at low cost.

**CONSUMERS**

Corporations sell value to consumers.

People are valued for spending their earnings at the highest possible profit.

**EMPLOYEES**

**CONSUMERS**

**TODAY’S PARTIAL ADVANCE**

**UPWORK**

**EMPLOYEES**

Platforms help people market and sell their talents and skills.

Complicated and a bit difficult.

**CONSUMERS**

Platforms help employers find good talents and skills for their tasks.

Gets tasks done, but ignores relationships.

**PEOPLE-CENTERED ECONOMY**

**JOBLY (CONCEPT)**

**EMPLOYEES**

Discovery and analysis of skills and talents people aren’t aware of in themselves.

**CONSUMERS**

New value creation for both parties.

Matches tasks and jobs to talent and skills employers didn’t know were available.

**ECONOMICS FOR ENTREPRENEURS**

hunterhastings.com

**Mises Institute**

mises.org